

Attendees: Rick McClendon (Vice-Chair), Beau Correll, Marilyn Finnemore, Mark Lore, and Andrea Smith, **City Manager:** Eden Freeman. **Absent:** David Cavallaro, Kathlene Courtney, Scott Dawson, Susan Drew, Cory Garman, **Downtown Manager** Jennifer Bell. (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Quorum not met. No official business conducted. Shared information only.
- Review of Previous Meeting Minutes
- Review February and March Expenditures Report

➤ **Vice-Chair Updates – Rick McClendon**

- Presentation of Virginia Main Streets Awards.
 - Winchester Old Town Development Board and the City of Winchester for outstanding stewardship of historic preservation and fostering more than 500 downtown building improvements.
 - Winchester Old Town Development Board and the City of Winchester for creating the climate for more than \$120 million in private investment, resulting in substantial new business and job creation, and the preservation of downtown's vitality for generations to come.
- Board Vacancy – looking for applications to fill vacancy

➤ **City Council Updates – Eden Freeman**

- Board application process has been streamlined. Typically, hold interviews one week and make appointments at the end of the month because now have two council meetings per month.
- Hired new Economic Redevelopment Director
 - Kimberly Murray coming from Strasburg. Will be at future meetings.
- Budget
 - Will present 2016 City Manager's recommended budget to City Council April 28. Will be posted the Thursday before the meeting. Very tight budget this year.

➤ **Committee/ Work Plan Updates**

- Design
 - No update submitted.
- Promotions – Mark Lore
 - Committee did not meet. Will meet later this month.
 - Branding Sub-committee – Marilyn. Small version of the branding guide has been finished and is now online. Designed to be easy to use. Will meet again about promoting. Mark and Marilyn will meet to discuss.
- Economic Restructuring – Beau Correll
 - Looking at encouraging businesses downtown to stay open after 5 p.m. Fundamental to growth of downtown and Old Town area. Important to reach out and get opinions of downtown business owners, especially those who know this works. Will meet with downtown stakeholders. Two main priorities: Open Friday after 5 p.m. up to 8 p.m. and Sunday hours. For some businesses, like Kimberly's, Sunday is #1 or #2 business day. Want to encourage others to be open. Planning to have a form for businesses to complete. Will have stakeholder meeting before next month's meeting. Public meeting focusing on formula that works. Several business owners will attend and discuss why staying open late Friday and Sunday works.

- Organization – Andrea Smith
 - Committee waiting for board approval of vision and mission statement. Working on facilitating the press release process.
 - Ad Hoc Bylaws – Rick McClendon.
 - Waiting for vision and mission statement to be approved. Send any thoughts or questions on draft bylaws to Jennifer or Rick.
- **Downtown Manager's Updates** – Rick McClendon and Sarah Acuff Chapman for Jennifer Bell
- New Shopping and Dining Guides scheduled for delivery on Friday. Encourage members to assist with distribution to downtown businesses.
 - Old Town Farmers Market: Final logo concept presented for comments. Deadline for vendor applications is Friday. Forms available on Old Town website under the Farmers Market tab. Looking for items such as honey, jams, soaps, etc. Have several produce applications already. Encourage members to reach out to any potential vendors they may know. Market start May 16 and runs through October 31. May 16 is also Kidz Fest and expecting a large turnout. Late applications will be accepted. Suggestion that organization committee could help with press release about opening of market.
 - April 24 – Virginia Main Street webinar Noon – 1 p.m.
 - April 6 – Winchester Towers Industry Day. 10 a.m. – 12 p.m. at the G.W. Hotel. Members invited to attend. Will take questions and post answers on city's website. Session primarily for possible bidders on the project. Will present information on the draft RFP and asking for comments. Will incorporate into the final RFP if needed. Rick and Mark will plan to attend.
 - OTWBA Egg Hunt this Saturday on the walking mall. Seeking volunteers to assist Sarah handing out event rack cards, guides, and donated decorative decals around 10:30 a.m. Mark volunteered.
- **OTWBA** – Christine Germeyer
- Looking for volunteers to help hide eggs for the Easter Egg Hunt. Meet at 10 a.m. at Espresso Bar & Café.
 - Rally in the Alley April 12 from 12-6 p.m.
- **Public Comments**
- None
- Next meeting will be May 7 which is after Apple Blossom. Encourage members to keep ears and eyes open and bring any feedback to next meeting.
- Question about possibility of having an email vote. Cannot have votes by email.

Meeting ended at 5:55 p.m. Next meeting – Thursday, May 7, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall